

12/22/00  
JCS US PTO

## UTILITY PATENT APPLICATION TRANSMITTAL

 DUPLICATE

Address to:  
Commissioner for Patents  
Box PATENT APPLICATION  
Washington, DC 20231

Attorney Docket No.	BEU/HK/KONTOGOURIS
First Named Inventor (or identifier)	Leandros KONTOGOURIS
Total Pages	58

Transmitted herewith is a patent application under 37 CFR 1.53(b).

Entitled: ADVERTISING SYSTEM AND METHOD WHICH PROVIDES ADVERTISERS WITH AN ACCURATE WAY OF MEASURING RESPONSE, AND BANNER ADVERTISEMENT THEREFOR

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09/74243  
12/22/00

1. Submitted herewith are the following:

44 pages of specification.

1 Abstract.

13 sheets of drawings (Figs. 1-21).

49 claims.

0 Oath/Declaration signed by each inventor.

0 Preliminary Amendment.

0 Information Disclosure Statement(s).

0 pages of Form PTO-1449, and one copy of each document listed thereon.

0 Assignment of the invention, Cover Sheet, and payment of the \$ \_\_\_\_\_ recordal fee.

0 certified copy of application no. \_\_\_\_\_ filed in \_\_\_\_\_. Priority is claimed.

1 check in the amount of \$ 656.00.

2. SMALL ENTITY STATUS IS ASSERTED pursuant to 37 CFR 1.27 for this application.

3. The Commissioner is authorized to credit any overpayment and charge any deficiency in any fees required under 37 CFR 1.16 and/or 1.17, to Deposit Account No. 02-0200.

4. Insert before the first sentence of the specification: -- This application claims the benefit of provisional application number \_\_\_\_\_ filed \_\_\_\_\_. --

5. Insert before the first sentence of the specification: -- This application is a Continuation-in-part of nonprovisional application number \_\_\_\_\_ filed \_\_\_\_\_. --

6. Other: \_\_\_\_\_

The registered practitioners representing applicant(s) are J. Ernest Kenney, Reg. No. 19,179; Eugene Mar, Reg. No. 25,893; Richard E. Fichter, Reg. No. 26,382; Thomas J. Moore, Reg. No. 28,974; Joseph DeBenedictis, Reg. No. 28,502; and Benjamin E. Urcia, Reg. No. 33,805.

## THE FILING FEE IS CALCULATED AS FOLLOWS:

Basic Fee: \$710.00

Total Claims: 49 - 20 = 29 X \$18 = \$522.00

Independent Claims: 4 - 3 = 1 X \$80 = \$80.00

Correspondence Address: BACON & THOMAS, PLLC 625 Slaters Lane, 4 <sup>th</sup> Floor Alexandria, VA 22314-1176	Multiple Dependent Claim (add \$270.00):  Subtotal: \$1312.00
	50% Reduction if Small Entity Status: \$656.00

Phone: 703-683-0500	Fax: 703-683-1080	Total: \$656.00
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Date: December 22, 2000	Name: BENJAMIN E. URCIA	Signature: <i>BENJAMIN E. URCIA</i>	Reg. No. 33,805
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